`JOB DESCRIPTION – Regional Sales Manager`  

`Location: Sao Paulo, Brazil`

Date: March 8th, 2021

<table>
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<tr>
<th>Department Description</th>
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| The primary purpose of this position is to provide leadership in Wi-Fi business development, driving customer decision making through comprehensive solution selling that significantly increase their Wi-Fi Sales. 
This role is responsible for recruiting new Wi-Fi partners, on-board them and provide all necessary tools for them to succeed. 
The position also develops strong relationships with industry leaders and influencers in the Wi-Fi space; leads, documents, and communicates the creation of innovative solutions to sell. |

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<th>Scope of Responsibilities &amp; Position Expectations</th>
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<td>Strong communications, business/marketing, financial, and computer skills are required.</td>
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<td>1. Knowledge of Managing Channels</td>
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<td>- Understands Wi-Fi market. Knows industry trends and how to leverage and build channels to capitalize on trends.</td>
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<td>- Establishes relationships within the Country in the Enterprise channel ecosystem; Distributors, VARs, System Integrators and other application partner solutions.</td>
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<td>- Proven partner evaluation and management</td>
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<td>- Set goals measuring and driving performance of the partners.</td>
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<td>- Coaching and adding value to Channel Partners in order for them to continue growing their percentage of Cambium Wi-Fi solutions.</td>
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<td>- Developing, monitoring, and growing in country channel footprint.</td>
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<td>- Maintaining relationship with Distributors and VARs.</td>
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<td>- Execute a regional channel plan;</td>
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<td>i. Evaluate and measure market. Ensure we have new distributors and new VARs to address all relevant Vertical Markets in whole territory under his/her responsibility.</td>
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<td>ii. On boarding of new partners and distributors including sales training.</td>
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<td>iii. Fill out and maintain Matrix of current channel coverage against upcoming/new products. Identify gaps and fill to ensure maximum sales.</td>
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<td>iv. Regular reviews and meeting with Channel management in order to drive business.</td>
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<td>v. Manage channel program.</td>
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• Coordination of Key account and Indirect business activities in close cooperation with the Regional Sales Managers.

2. Strong Direct Sales and Account Management Skills
• Ability to create, own and deliver the annual sales plan.
  • Industry experience in the following sectors: Telco, local Gov’t, WISP/Carrier, Security, Utility, Military.
  • Ability to identify and manage multiple business opportunities at the same time – existing and new.
  • Understand and communicate the company’s value proposition and culture of high ethics.
  • Self-starter/self-motivated and generating demand versus simply managing a number.
• Solution Selling Skills
  • The ability to sell broadband solutions within different technologies and into multiple vertical markets:
    i. Outdoor Broadband hardware integrating Voice, Video & Software within IP network
    ii. Ability to quickly grasp customers business needs and apply outdoor Broadband technology as a integral part of customers IT solution
  • Understanding ‘application’ requirements in multiple verticals: Service providers, military, enterprise, local government.
• Leverage internal teams: marketing, product, direct sales, legal, supply chain, finance
• Close working with Demand Generation team to build and execute a suitable regional marketing plan:
  • Build ideas and input to the Demand Gen planner.
  • Define target markets and necessary campaigns.
  • Prioritize budget spending.
  • Approve channel Co-op funds.

3. Deep knowledge of Wi-Fi technical and commercial aspects;
• Understand and articulate technical characteristics of Cambium Wi-Fi portfolio including MIMO, DSO, OFDM modulation techniques, WLAN and other relevant standards.
• Commercial track-record of driving wireless sales plan in Latin America.
• Sensitive to potential new markets/segments.
• Capturing new product enhancements and requirements. Input into Product roadmaps and competitive information.
• Lobby necessary government agencies in territory to support products approvals.
  i. Monitor government legislation and frequencies allocations to promote Cambium products.

4. Excellent interpersonal and communication Skills
• Proven relationship builder with channel and end customers.
• Energetic “start-up” mentality but corporate ideology.
• Strong negotiation skills.
• Presentation skills.
  a. Executive level presence.
  b. Confidence in technical and commercial aspects.
  c. Authority interacting with end customers.
  d. Interact with C-class executives (business leaders) Government ministers as well as sales and technical teams within channels.
    i. CEO & CTO down to the Engineer.
    ii. Versatile communication skills.

Knowledge/ Skill Requirement

Key qualifications:
• Native Portuguese speaker and fluent in English – Spanish also desired.
• Willing to travel 80% of working schedule.
• Cultural sensitivity to the different business practice in each country.
• Strong organizational, multi-tasking, and time-management skills.
• Team player able to navigate internal organization and leverage support teams in order to deliver sales plan and commitments to customers.
• At least 3 years of experience in Wi-Fi industry preferably with a Wi-Fi vendor.
• Independent worker.
• Proven achiever, goal and results oriented.